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*Gladhaven*  
U. S. Department of Agriculture  
JUN 1 1950

# Gladiolus Bulbs

Pocket-Size  
Price List  
and  
Hand-Book  
1950



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At Left: JUNE

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*Gladhaven*  
**Pasquale Vasaturo**  
18 Miller Street  
Medfield, Mass.



NEVA

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## GREETINGS

Once again it is both a pleasure and a privilege to present my annual price list, and once again it is my pleasant duty to thank you for your fine orders last season.

—Pasquale Vasaturo

# FIAMMA

(Vasaturo 1950)

Seedling 39-54-1

Hindenburg's Memory X Firefly

Very large flame red, plant grows up to 5' and over 26" flowerhead carrying 6-8 5" florets in formal style 6 more in color and up to 20 buds. Blooms in 85 days. Handles well and blooms consistently from all sizes. Propagation good.

N.E.G.S. Award of Merit 1948

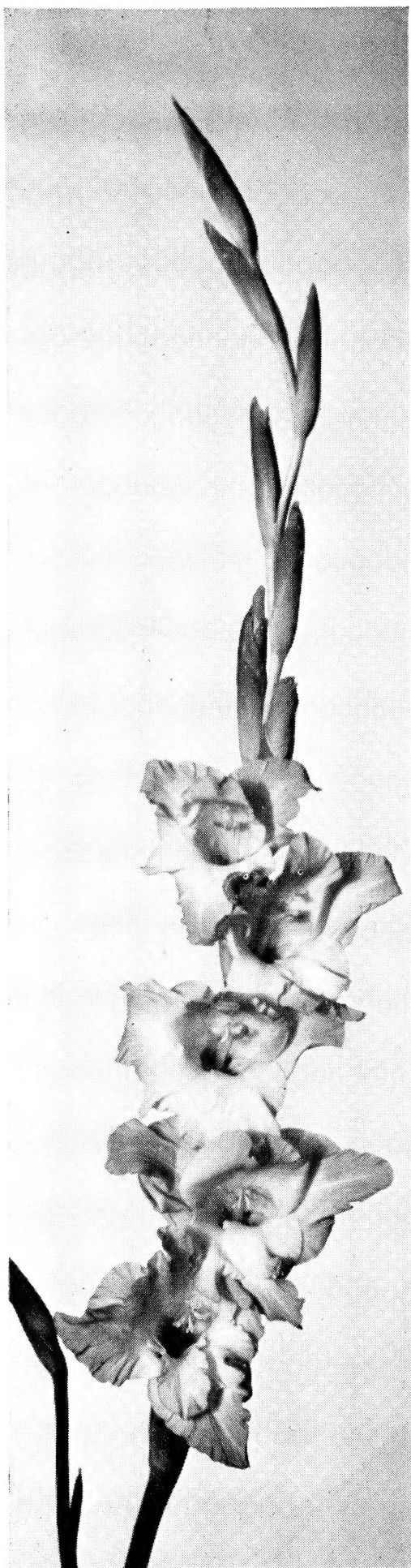
**\$3<sup>00</sup> each**

**Any Size**

**Bulblets**

**3 for \$1<sup>00</sup>**





## New 1950 Introductions

# LITTLE JEWEL

(Vasaturo 1950)

Seedling 39-94-4

Ella May X White Fantasy

A small informal light pink with cream throat on lower three petal 3" ruffled lacinated florets 14 buds 5 florets open four shown colors. Flowerheads 16" field height 46". Bulblets production and germination excellent. Blooms in 65 days.

N.E.G.S. Award of Merit 1948

**\$1<sup>00</sup> each**

**Any Size**

**Bulblets**

**5 for \$1<sup>00</sup>**

# LITTLE BRIDE

(Vasaturo 1950)

Seedling 35-26

Snow Princess X White Butterfly

A small informal white with light cream throat 3" plain florets 14 buds 5 florets open 4 showing color. Flowerheads 18" field height 46", bulblets production and germination excellent, blooms in 65 days.

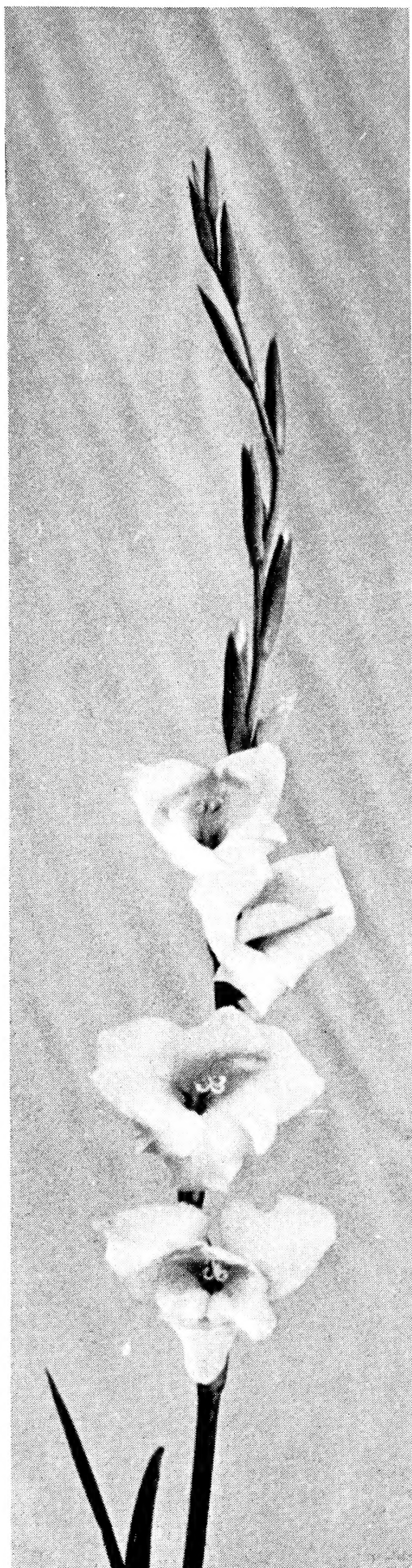
N.E.G.S. Award of Merit 1947

**\$1<sup>00</sup> each**

**Any Size**

**Bulblets**

**5 for \$1<sup>00</sup>**



# *Previous Introductions*

## SMALL FLOWERED AND MINIATURE GLADIOLUS

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### CELESTINA (Vasaturo 1949)

A small informal heavily-ruffled cream. Opens six 3¼" florets with five showing color on a 16 bud spike. Healthy vigorous plant. A beautifully small glad.

Large 75c      Medium 50c      Small 35c      Bulblets 10c each

### CONCERTINA (Vasaturo 1949)

A small informal Rose-Pink Cream Throat and Red Feathers. Open six 3" florets, with four in color on a 16 bud spike. Very healthy grower. A lovely glad for table arrangements and florist work. Blooms in seventy days.

Large 75c      Medium 50c      Small 35c      Bulblets 10c each

### PEGGY ANN (Vasaturo 1948)

Peggy Ann will delight the smaller-sized glad lover. Chic and appealing, pink with white throat. Tall graceful spikes bear six butterfly-type florets, eighteen buds. Very beautiful small glad.

Large 75c      Medium 50c      Small 35c      Bulblets 10c each

### ETHEL THERESA (Vasaturo 1947)

A small informal ruffled cream white with wine feather in throat. Opens five three-inch florets on a 16 bud flowerhead.

Large 35c      Medium 25c      Small 15c      Bulblets 5c each

### DOLORES (Vasaturo 1943)

Everyone knows and loves this little pink and white young lady.

Large 20c      Medium 15c      Small 8c      Bulblets 20 for 50c

### ELDA (Vasaturo 1943)

An orange for the small-sized class. Stock scarce.

Large 20c      Medium 15c      Small 8c      Bulblets 20 for 50c



# *Previous Introductions*

## GIANT, LARGE AND MEDIUM GLADIOLUS

\* \* \*

### BARBY CHASE (Vasaturo 1949)

A large formal rosy-pink cream white throat. A real beauty. Opens six 5½" florets with six showing color on a 20 bud spike 60" tall. Vigorous plant. Blooms in eighty days.

Large \$1.50      Medium \$1.00      Small 75c      Bulblets 20c each

### MARY DEE (Vasaturo 1948)

A new formal white in medium-size class. Open eight creamy-throated white florets on a 20 bud spike with six more buds in color. Tall vigorous plant. Very nice.

Large \$1.50      Medium \$1.00      Small 75c      Bulblets 25c each

### JUNE (Vasaturo 1948)

June is another florist variety. Cream-white with rose border. Opens up to six medium-size florets on a straight 18- 20-bud spike. June is stunning in basket work and always excites attention at the Boston Show. Very beautiful.

Large \$1.50      Medium \$1.00      Small 75c      Bulblets 25c each

### EVELYN MAY (Vasaturo 1947)

A tall giant bright red with deeper throat. Plant grows over five feet tall. Twenty buds with 6-7 formal florets on a 26-inch flowerhead. Blooms in 85 days, and from all sizes. A good one!

Large \$2.50      Medium \$2.00      Small \$1.50      Bulblets 50c each

### ANGELA (Vasaturo 1947)

Medium heavily ruffled rich cream with attractive claret throat feather. Opens six triangular florets with six more in color resembling rose-buds. Entirely apart from any other cream in commerce today.

Large \$1.50      Medium \$1.00      Small 75c      Bulblets 20c each

### CONNIE OLIVA (Vasaturo 1946)

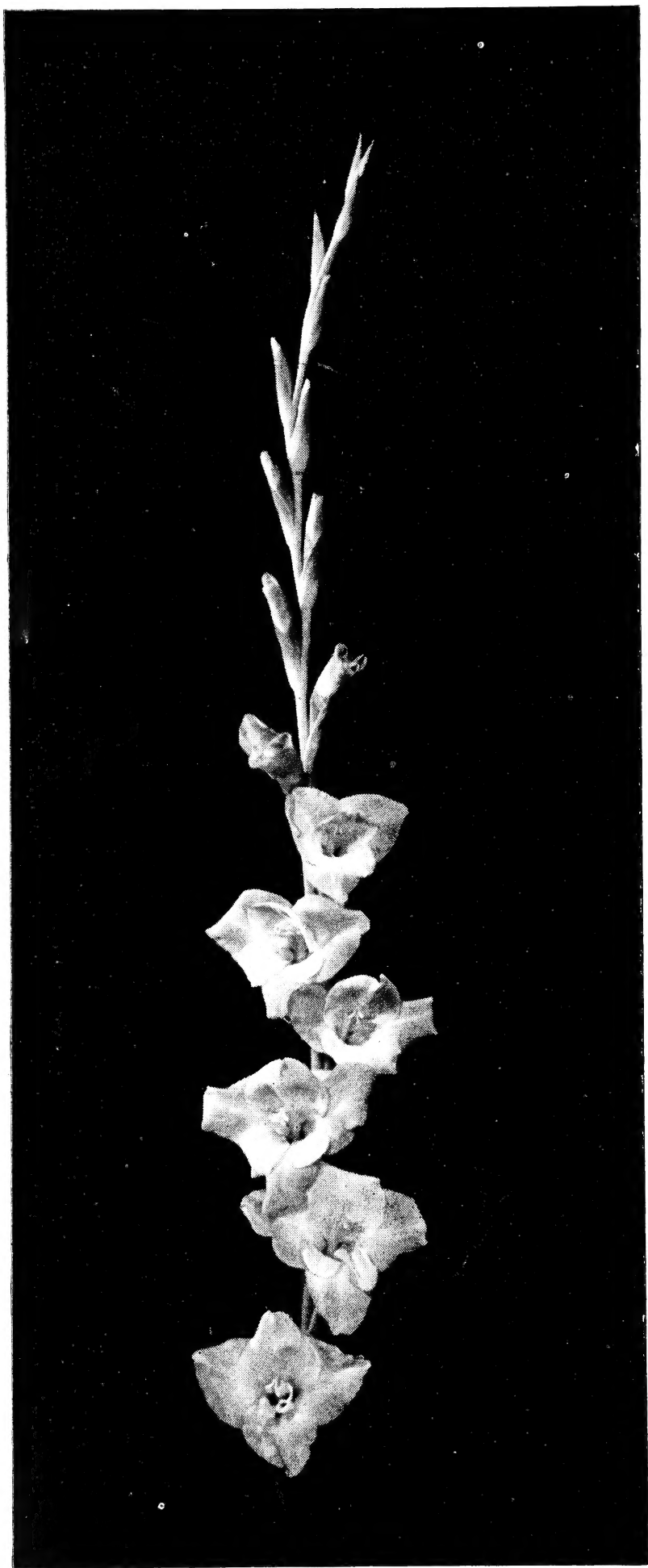
A giant deep rich cream that is fast coming into its own. Tall and vigorous yet graceful with 5-6 giant florets on an 18 bud flowerhead.

Large 35c      Medium 25c      Small 15c      Bulblets 5c each

### NEVA (Vasaturo 1946)

A large pure white with cream throat, 22 buds and six giant florets in charming informal arrangement. Excellent for basket work.

Large \$1.00      Medium 75c      Small 50c      Bulblets 20c each



Peggy Ann



Celestina



Concertina



Mary Dee

# BUSINESS TERMS

Cash with Order. Dozen price is 10 times single rate; 3 or more at dozen rate. No orders accepted less than \$2.00. All retail orders Prepaid in U. S. A.; Wholesale Orders f.o.b. Medfield, Mass.

I guarantee all Stock to be true to name, insect and disease-free, and will replace any stock found to be unsatisfactory.

This list cancels all previous lists and price policies.

Usual extras and overcount on all retail orders.

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## BULB DISCOUNTS

Cash orders of \$3-\$5	Select 10 % Additional Stock.
Cash orders of \$5-\$25	Select 15 % Additional Stock.
Cash orders of \$25 and over	Select 20 % Additional Stock.

Discount privileges are for Cash with order, and do not apply to Collections, Wholesale Orders nor items marked "No Discount."

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## PREPAID PRICE LIST

Variety	Large	Medium	Small	Bulblets
ALADDIN—Giant ruffled orange	3- .25	3- .20	5- .25	100- .35
ALICE AYER—New pure white	.75	.50	.35	10- 2.00
ANGELLA—New blotched cream	1.50	1.00	.75	5- 1.00
BADGER BEAUTY—Nice lavender	.15	.10	5- .25	100- 1.40
BENGASI—Champion light pink	.25	.15	.10	50- 1.00
BUTTERSCOTCH—Indian yellow	.75	.50	.25	10- 1.00
BRIGHTSIDE—Orange and yellow, very nice	3- .25	4- .25	10- .25	50- .10
BURMA—Ruffled deep rose	2- .25	3- .20	4- .15	100- 1.00
BARBY CHASE—Rosy pink cream white throat	1.50	1.00	.75	5- 1.00
BIG TOP—Really immense in size, light pink with small carmine feather	.15	.10	.05	100- .50
CELESTINA—Small ruffled cream	.75	.50	.35	10- 1.00
CONCERTINA—Small rosy pink	.75	.50	.35	10- 1.00
CONNECTICUT YANKEE—Light pink	.50	.35	.25	30- 1.00
CLARA JOANNA—Brilliant new red	1.00	.75	.50	5- 1.00
COMMANDO—Giant light scarlet	.15	.10	3- .25	20- 1.00

Variety	Large	Medium	Small	Bulblets
CORONA—Cream with pink edging	3- .25	3- .20	5- .25	100- .50
COVER GIRL—Deep pink	.15	.10	3- .25	25- .25
CONNIE OLIVIA—Rugged cream	.35	.25	.15	20- 1.00
DEBORAH SAMPSON—Light buff pink, very nice	1.00	.75	.50	5- .25
DIEPPE—Large salmon-scarlet. This is a "must have".	.15	.10	.05	100- .50
DOLORES—Small pink and white	.20	.15	3- .25	20- .50
DR. WHITELY—Large yellowish apricot or buff, very good	.10	.08	.05	100- .50
EARLY DAWN—Dependable salmon pink	3- .25	2- .15	6- .25	100- .25
EARLY ROSE—Exactly as named	3- .25	3- .20	5- .25	100- .25
ELDA—Small orange, in demand	.20	.15	.08	20- .50
ELIZ. THE QUEEN—Best lavender	2- .25	4- .25	10- .25	100- .25
ELLEN MARIE—Old favorite salmon	3- .25	3- .20	5- .25	100- .20
ELOISE—Attractive rose	.10	4- .25	6- .25	50- .10
ETHEL THERESA—Small new cream	.35	.25	.15	20- 1.00
ETHEL CAVE-COLE—Fine medium pink	.10	4- .25	6- .25	100- .25
EVELYN MAY—Robust new deep red	2.50	2.00	1.50	10- 5.00
FAIR ANGEL—Creamy white	.15	3- .25	4- .25	50- .35
FIREFLY—Early light scarlet	3- .25	4- .25	5- .25	100- .50
FLORENCE NIGHTINGALE—Finest Canadian white	.75	.50	.30	10- .75
GENGHIS KHAN—Ruffled light pink	.15	.10	.08	25- .25
HARMAU—Vermillion red	.10	2- .15	5- .25	50- .65
HIGH FINANCE—Beautiful smoky	2- .25	4- .25	10- .25	50- .25
JEANIE—Shimmering pink	3- .25	4- .25	—	—
JUNE—Cream rose-pink border	1.50	1.00	.75	5- 1.00
KING CLICK—Giant red	.15	3- .25	5- .25	100- .50
KING TAN—Salmon tan	3- .25	.08	6- .25	100- .25
LEADING LADY—Champion cream	.15	.10	.08	100- .75
LEONA—Popular rose	3- .25	3- .20	5- .25	50- .25
MARGARET BEATON—Blotched white	.10	2- .15	5- .25	50- .35
MARGUERITE—Watermelon pink	.20	.15	.10	10- .30
MARION PEARL—Salmon pink	.35	.25	.20	20- .75
MARY DEE—New white	1.50	1.00	.75	10- 2.00
MARY ODELL—Superb formal white	1.00	.75	.50	10- 1.00
MINSTREL—Ruffled lavender	.25	2- .25	—	—
MRS. RICHARD McGOVERN—Scarlet	.25	2- .25	3- .25	50- .65
MRS. MARK'-MEMORY—Red-purple	.25	.15	2- .15	10- .25



Variety	Large	Medium	Small	Bulblets
MT. INDEX—White-golden throat	.20	.15	.10	50- 1.00
MYRNA—Ruffled white	.10	3- .20	5- .25	50- .50
NEVA—Ethereal new white	1.00	.75	.50	20- 2.00
OREGON ROSE—Rose and silver	.15	.10	4- .25	10- .50
PEGGY ANN—Small pink and white	.75	.50	.35	10- 1.00
PEGGY LOU—Light salmon	3- .25	3- .20	5- .25	100- .10
PICARDY—Special strain	2- .25	4- .25	10- .25	100- .10
PINK RADIANCE—Glistening pink	2- .25	3- .25	—	—
PHEDRA—Salmon-white throat	.25	.20	.15	10- .25
PIONEER—Nice new salmon	.25	.20	.15	10- .25
PRESTIGE—Favorite salmon	.20	.15	.10	25- .25
PURPLE SUPREME—Well-named	.15	.10	5- .25	50- 1.00
RED BANK—Dependable red	.20	.15	.10	25- .25
RED CHARM—World-beater red	.15	.10	2- .15	50- .75
ROCKET—Blazing red	3- .25	3- .20	5- .25	50- .35
ROI SOLEIL—Early yellow	3- .25	3- .20	5- .25	50- .35
ROSA VAN LIMA—Shell-pink	3- .25	3- .20	5- .25	50- .30
ROSY MORN—Coral red-cream throat	3- .25	3- .20	5- .25	50- .35
RUTH MERRY—New pink	.50			
SILVER WINGS—Ethereal white	2- .25	4- .25	10- .25	25- .25
SNOW PRINCESS—Good white	.10	2- .15	5- .25	100- .50
SPOTLIGHT—Best yellow	.10	.05	.04	25- .50
SUNLIGHT—Orange shades	.35	.25	.15	10- .25
SURFSIDE—Late white	.10	2- .15	5- .25	100- .50
VENIDA—Rose with cream throat, very fine	1.00	.75	.50	5- .50
VULCAN—Medium purple	.15	4- .25	10- .25	20- .25
WHITE GOLD—Cream-yellow throat	.15	.10	2- .15	50- .75
WINSTON—Ruffled cream	.10	2- .15	5- .25	25- .25

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## SPECIAL COLLECTION

100 large bulbs of at least 40 varieties (hand-selected from regular named variety storage trays). No better value anywhere. **\$5.00 Postpaid.**

# Gladiolus Culture in a Nutshell

When bulbs are received, open package and bags at once to admit air and store in cool dry cellar. Correct temperature for bulb storage about 40 degrees Fahrenheit.

The proper time to plant is when the ground is somewhat warmed up which is usually about the time trees begin to leaf. Naturally, this condition varies according to the locality, we find we can start bulblets around April 10th, and bulbs a week or so later. The best places to plant bulbs are spots in your garden which get lots of sunlight and away from trees, shrubs, etc., which tend to take all the moisture from the ground.

Gladiolus will grow in any kind of soil, but there must be good drainage. They can take a large amount of moisture but, under no circumstances, will they thrive in continually "wet" spots.

We recommend the "dipping" or "disinfecting" of bulbs prior to planting, regardless of whether they are your own grown stock or new purchases. This is a safe-guard to kill thrips and also any possible disease on the bulbs.

Effective disinfectants which we have used to advantage are Lysol, Bichloride of Mercury or Ceresan. Temperature of the liquid should be around 70 degrees. Treating of bulbs should be done just prior to planting.

Using the Bichloride of Mercury (Corrosive Sublimate) SOAK from 12-16 hours in a solution of one ounce to seven gallons of water. Use only wooden, glass or crockery containers. This is very effective BUT it definitely holds up growth for about a week.

Lysol dip: 1 tablespoon of Lysol to 1 gallon of water, SOAKING the bulbs four to eight hours. We find this very good for both thrips and diseases.

Ceresan: This is a dangerous poison so be careful. Use an ounce of the new improved ceresan to about two gallons of water with an ounce of Spreader added. Mix the spreader and the ceresan thoroughly in a small amount of water first. Bulbs should not be left in this mixture any more than thirty minutes. This treatment particularly good for diseases.

If thrips are detected once the plants are well up, two methods are used extensively. Either spraying or dusting. Spraying is a lot of work and we have found that dusting is just as good. 10% D.D.T. powder will do the trick. If you have found this unsatisfactory, then spraying can be done by using either 50% D.D.T. Foliage Spray or Tartar Emetic. If using Tartar Emetic, the proper solution is 3 gallons of water, 4½ teaspoons of Tartar Emetic and 1 cup of brown sugar. If sugar is not available, then use corn syrup or molasses.

Cultivation or stirring of soil is a great factor. This should be done often to keep the soil loose and eliminate all the weeds.

When cutting blooms, do not cut too close to ground. Always leave at least 3 leaves on the plant and more if you can. We ourselves have made it a practice

of leaving five and this is much better for the bulbs. Morning is the best time to cut.

After blooming, bulbs mature in four to six weeks and can then be dug. Tops should be cut off close to the bulb and the bulbs spread out in low boxes where air can move around them. Dry as quickly as you can and in about three to four weeks, the old bulb should come off easily. Be sure to burn the old dried out bulbs and roots, do not leave them lying around.

Bulbs should now be in good shape, kept in the proper temperature, until planting time rolls around again.

Caution: Lysol, N. I. Ceresan and Bichloride of Mercury are **POISON**. Handle and store with care.

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JOIN

## **THE NEW ENGLAND GLADIOLUS SOCIETY, INC.**

This society is the largest and by far the most active in the world. The Year Book alone is well worth the Membership fee of \$3.00, yet you receive six issues of The GLADIOLUS Magazine in addition, issued bi-monthly.

We cordially invite you to membership in this progressive Society.

Regular Membership .....	\$3.00
Two years .....	5.00
Three Years .....	7.00

Send your Application together with Fee to

**THE NEW ENGLAND GLADIOLUS SOCIETY, INC.**

**HORTICULTURAL HALL**

**Boston 15, Mass.**

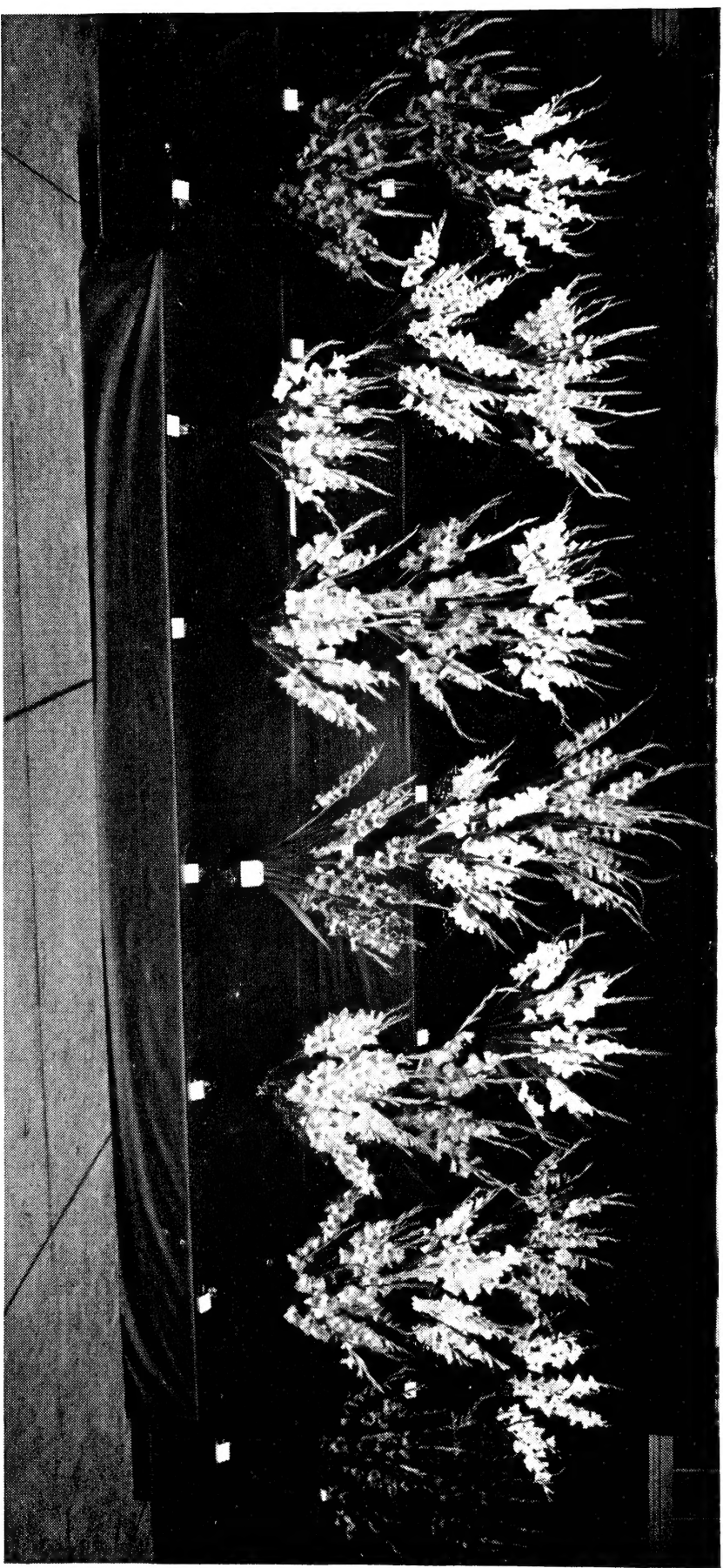
# WHOLESALE LIST

No less than 25 of a Kind and Size at Hundred Rate . Pints of Bbts. at the  
Quart Rate. F.O.B. Medfield, Mass. Shipment as Requested.

## Prices per 100

Variety	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
ANGELA	100.00	89.00	65.00	50.00	40.00	35.00	100-10.00
BIG TOP	4.50	4.00	3.50	2.50	2.00	1.50	Qt. 4.00
BRIGHTSIDE	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
CORONA	—	—	5.00	4.00	3.00	2.50	Qt. 3.00
CELESTINA	40.00	35.00	30.00	25.00	20.00	15.00	100- 6.00
CONCERTINA	40.00	35.00	30.00	25.00	20.00	15.00	100- 6.00
CONNIE OLIVIA	20.00	18.00	15.00	12.00	10.00	8.00	Qt. 35.00
DR. WHITELEY	5.00	4.50	3.50	2.50	2.00	1.50	Qt. 6.00
EARLY DAWN	4.00	3.00	2.00	—	—	—	
EARLY ROSE	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
ELIZABETH THE QUEEN	6.00	5.00	4.50	3.50	2.50	1.50	Qt. 6.00
ELOISE	5.00	4.00	3.00	2.50	2.00	1.50	Qt. 5.00
ETHEL CAVE-COLE	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
ETHEL THERESA	15.00	12.00	10.00	8.00	6.00	5.00	*M 8.00
JUNE	100.00	80.00	65.00	50.00	40.00	35.00	100-10.00
KING TAN	5.00	4.00	3.00	2.50	2.00	1.50	Qt. 5.00
KING WILLIAM	7.00	6.00	5.00	4.00	3.00	2.00	Qt. 6.00
LEADING LADY	5.00	4.50	4.00	3.00	2.50	1.50	Qt. 10.00
MARY DEE	100.00	80.00	65.00	50.00	40.00	35.00	100-10.00
NEVA	72.00	60.00	45.00	35.00	28.00	22.00	*M 40.00
PEGGY ANN	40.00	35.00	30.00	25.00	20.00	15.00	100- 6.00
PEGGY LOU	4.00	3.00	2.00	2.00	1.50	1.00	Qt. 4.00
PICARDY (selected str.)	4.00	3.00	2.50	2.00	1.50	1.00	Qt. 4.00
PURPLE SUPREME	—	—	5.00	4.00	3.00	2.50 ½	Pt. 2.00
RED CHARM	5.00	4.00	3.50	2.50	2.00	1.50	Qt. 4.00
ROCKET	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
ROI SOLEIL	4.00	3.00	2.50	2.50	2.00	1.50	Qt. 4.00
ROSA VAN LIMA	4.00	3.00	2.00	2.00	1.50	1.50	Qt. 4.00
SNOW PRINCESS	5.00	4.00	3.00	2.50	—	—	Qt. 4.00
SPOTLIGHT	5.00	4.50	4.00	3.50	—	—	Qt. 6.00
SURFSIDE	5.00	4.00	3.50	2.50	2.00	1.50	Qt. 4.00
WHITE GOLD	5.00	4.00	3.50	2.50	2.00	1.50	Qt. 4.00
MIXED VARIETIES	4.00	3.00	2.00	1.50	—	—	Qt. 3.00

\*M—1000 Bulblets



*Gold Medal Winner at Boston Show 1949*